City of Greenwood Comprehensive Plan

2007 - 2027

INDIANA

APPEALDIX A

**Public Participation** 

HNTB





#### Introduction

Comprehensive planning requires that communities develop and document guiding principles, goals, and objectives for the community's future development. Greenwood residents and business owners contributed extensively to this comprehensive planning process by identifying the issues that were important to them and providing the consulting team with future recommendations. In their approach to consensus building, representatives and officials of the City of Greenwood were engaged throughout every phase of the comprehensive plan update processes. Meetings, activities, and exercises were designed and facilitated for the purpose of obtaining input from the Greenwood community. They are as follows:

- The general public in the form of the Public Opinion Survey conducted by the BSU Fall 2005 PLAN 401 Studio;
- The general public in the form of a Design Charrette facilitated by the BSU Fall 2005 PLAN 401 Studio, and Community Based Projects at Ball State University;
- The Comprehensive Plan Steering Committee and its subsequent subcommittees;
- The general public in the form of public meetings;
- Members of the Greenwood Advisory Plan Commission, Greenwood City Council, and general public in conformance with the public hearing process; and
- Public participation processes designed and executed as part of the City of Greenwood 5-yr Parks & Recreation Master Plan, as amended from time to time.

The above mentioned planning efforts, which are discussed in further detail on the following pages, aided the Comprehensive Planning process by placing public participation at the forefront of the creation of this plan.

# Comprehensive Plan Steering Committee

The Greenwood Comprehensive Plan Steering Committee was formed following the completion of the BSU Working Comprehensive Plan in order to assist the consultants in the development of this document. Representatives of the committee included various community representatives and was comprised of citizens, business owners, and public officials.

Once established, the Steering Committee was first given an overview of the program with which the Comprehensive Plan would be completed. Then, for the remainder of the planning process, individual subcommittees were given specific tasks for completion. These tasks generated varied discussions allowing representatives of the community to determine their perspectives and opinions about the issues Greenwood was faced with at the time this document was created. Each member of the Steering Committee was asked a predetermined set of questions. These questions were further supplemented by the professional observations of the consulting team. The answers to these questions evolved into the foundation of the contents of this plan.

As is discussed within a number of other sections, the conditions and characteristics of the Greenwood community are not static, meaning that the city's conditions and characteristics will continue to evolve. Therefore, the makeup of the Comprehensive Plan Steering Committee should also change over time. Nonetheless, this document should continue to be represented by vested members of the Community and it is therefore recommended that a Comprehensive Plan Steering Committee be involved in future evaluations and revisions of this document.

Steering Committee Members





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# Comprehensive Plan Subcommittees

The Greenwood Comprehensive Plan Steering Committee was broken down into four subcommittees. The subcommittees were tasked with issue oriented elements of the comprehensive planning process. These elements

included land use, transportation, Old Town, and urban design. The parks and recreation element of this plan is as presented in the City of Greenwood 5-yr Parks & Recreation Master Plan, as amended from time to time.

Each subcommittee was provided with a workbook. The workbook was intended as a tool to assist each committee chairperson with the management of the committee tasks. City staff and, when called upon, HNTB consultants served as technical support for each meeting. This support was often in the form of meeting materials and copies of relative planning and regulatory documents for the City of Greenwood.

Each workbook included a list of suggested agenda's for each of the subcommittee meeting. For example, the agenda for meeting #1 listed the following agenda items:

- 1. Introductions of Committee Members & Staff/Consultant Support
- 2. Review Vision Statement
- 3. Review Planning Principles
- 4. Identify Concepts
- 5. Create Concept Map

The suggested agenda for the fifth and final meeting included the following:

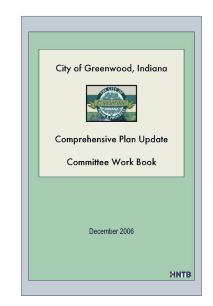
- 1. Introductions
- 2. Finalize Action Steps
- 3. Discuss Implementation Strategies (Funding, Responsible Parties, Policies, Timelines, etc.)
- 4. Review Draft Documents from Other Committees

Throughout the workbook were abstracts, or paragraphs, which described in more detail the intended purpose of each agenda item and the desired result of each meeting.

# **Public Meeting**

Public workshops serve the planning process in a number of ways. People attending the meetings may have a passion for one particular topic or issue or may attend out of general interest or curiosity. Engaging the attendees in discussions and other exercises, informs the Steering Committee about local interest in the plan and the planning process. Results of individual and group exercises inform the Steering Committee as to specific values, ideas, and desires of the attendees about issues of growth and development of the community. While voluntary attendance at a public workshop on a given night does not constitute a scientific representation of the entire community, it does provide insight into what many of those who are engaged in the future development of the city may be thinking.

On August 17, 2006, a public meeting was held at the Greenwood Community Center. More than 40 residents attended and participated in a variety of exercises designed to gather public input and provide the Steering Committee with insight on the community's values and dreams for the future of the city. Descriptions of the exercises and the results for each are documented below.



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#### Visual Image Survey

Participants were asked to rate a series of images from -5 to +5. These images included scenes depicting land use, public facilities and amenities, and modes of transportation. The images also ranged from aesthetically pleasing to aesthetically appalling.

What they liked: There were 10 slides that generated a relatively positive response (2.0 average or higher). Eight of the 10 images were of traditional communities in terms of design. Seven of the eight traditional community images could be interpreted as downtown or neighborhood business districts. The remaining slide in this category was traditional neighborhood design with porches, sidewalks, higher density, and rear loaded garages (assumed because no driveways are present). The remaining two slides receiving a positive response showed a bike lane and what is sometimes referred to as a "McMansion."

These positive responses show that the participants like traditional design in terms of architecture and function. Images of traditional downtown scenes often generate positive responses, but responses by the participants of this exercise were higher than normal. The discussion following the exercise also revealed that many felt the downtown area has potential, but that it currently lacks the direction to achieve it.

What they felt neutral about: Only three images rated in the neutral category (<2.0 and > -2.0). All three of the images actually scored within a half point of zero. One of the images was a relatively new parking lot that had some mature landscaping. The landscaping in this particular image appeared to have been preserved when the parking was constructed. Another image shows the encroachment of suburban residential development on farmland. The third image shows a typical suburban strip center with some architectural interest and landscaping.

Given the fact that Greenwood has seen all three of these types of development over the years, this exercise reveals that while it may be accepted, it is not preferred. Top Three Images







What they did not like: The negative responses reveal as much about the participants' tastes and tolerances as the positive responses. In the case of what was viewed as inappropriate or undesirable, images of conventional suburban roadway, retail, and parking design rated among the worst of the images presented. The tolerance for contemporary design as well as bright colors also seems low given the ratings of a contemporary housing project, a retail facility, and a neon sign. While it did receive positive comments in the discussion about its walkability and traffic calming tactics, one image of housing also generated very low marks and was accompanied by comments such as "vinyl village" and "Anywhere USA."

It is clear that, while the participants rejected contemporary expressions of architecture and embraced the traditional, they want to avoid looking like every other community.

#### Community Identity Exercise

To determine what aspects or characteristics Greenwood should be associated with in the future, participants were asked to select magazine covers that Greenwood should be featured on 20 years from now. Participants overwhelmingly selected Preservation Magazine as their top choice. Suburban Living came in a close second, followed by Art and Antiques.

This is consistent in many ways with the earlier exercise, given the historic nature of much of the downtown area and the participants' preference for traditional design.



# **Modified Nominal Group Exercise**

Working as small groups, the participants developed a list of ideas for what characteristics would be appropriate for Greenwood in 20 years. Following an explanation of each group's top three responses, each individual was asked to put money behind the ideas they felt were most important.

HNTB combined the responses to similar ideas and the results were clear. Downtown revitalization was, by far, the top priority for the participants, garnering more than twice the support of the second place topic, greenspace/trails and streetscapes.

Surprisingly, design guidelines and aesthetics ranked as the second lowest set of ideas. This is surprising, given a strong response to traditional design themes and the rejection of contemporary design in earlier exercises. There are several possibilities for this. One possibility is that downtown revitalization was seen as so important, and many may have believed this inherently included traditional design. A second possibility may be because participants of this particular exercise often have difficulty verbalizing their visual reaction to photos. Participants often fail to understand that development guidelines for aesthetics that contribute to their reaction to these photos.

The percent of the total dollar value assigned to each topical category are shown in the following table:

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Modified Nominal Group Exercise Results	
Category	Percent of Total
Downtown Revitalization Efforts	45%
Greenspace/Trails/Streetscape	20%
Economic & Quality of Life Issues	9%
Housing	8%
Recreation & Parks	7%
Schools	5%
Aesthetics & Design Standards	4%
People & Leadership	2%

## Working Comprehensive Plan

Below are summaries of the public participation components of the BSU Working Comprehensive Plan process. Refer to the BSU Plan for further explanation of the methodology used to obtain the following results.

### **Public Opinion Survey**

A public opinion survey was conducted by the Ball State Urban Planning Department's PLAN 401 Fall 2005 Studio as one element of the Working Comprehensive Plan for the City of Greenwood. Major issues identified during this public opinion survey were as follows:

- Quality of Life: opportunities for recreation, housing, jobs and shopping
- Management of growth and development: primarily concerned with residential and commercial
- Image: aesthetic appeal, cleanliness, water and air quality, safety
- Planning: reducing traffic congestion, improving roads, connectivity, location and quality of residential and commercial development
- Retail: building upon the mall's success and incorporating additional support businesses.

#### **Preliminary Issue Identification**

In addition to the public opinion survey and the design Charrette components of the BSU Working Comprehensive Plan, the initial comprehensive planning process completed by the Fall 2005 PLAN 401 Studio identified the following five issues:

- 1. Quality of life
- 2. Management of residential and commercial growth
- 3. Greenwood's image and aesthetic appeal
- 4. The public is supportive of planning and aware of its importance
- 5. Additional retail development

#### **Design Charrette**

A design charrette was one other component of the BSU Working Plan. The following plan components were initially identified during this early design charrette:

- Identity = "A Community of Choices"
- Parks & Recreation
- Gateways
- Old Town

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